



MARYLAND Department of Health

Larry Hogan, Governor · Boyd Rutherford, Lt. Governor · Dennis Schrader, Secretary

September 12, 2017

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
State House, H-107
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House
State House, H-101
Annapolis, MD 21401-1991

RE: Health-General Article, § 20-117(d), Annotated Code of Maryland
2017 Legislative Report on the Maryland Cancer Fund – Income Tax Checkoff

Dear President Miller and Speaker Busch:

House Bill 1000, Chapter 392 of the Acts of 2004 established the Maryland Cancer Fund (the Fund) within the Maryland Department of Health (the Department). The purpose of the Fund is to award grants for cancer prevention and treatment through voluntary contributions made to the Fund from an income tax checkoff and other donations. The Fund is comprised entirely of special funds. The enacted legislation further directs the Department to annually report on the administration of the Maryland Cancer Fund per Health-General Article, § 20-117(d), Annotated Code of Maryland.

Maryland is in its thirteenth year of collecting monies for the Fund from the income tax checkoff and other donations. The overall amount of donations to the Fund since 2004 totals \$5,588,705. In Fiscal Year (FY) 2017, \$253,374 was donated to the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2017, the Department awarded cancer treatment grants to local health departments and other authorized vendors to provide 26 individuals with cancer treatment for one year and/or to pay for diagnostic testing to rule out a cancer diagnosis. The cancer treatment grants totaled \$489,420. The grant recipients were:

- Baltimore County Health Department - \$21,400;
- Calvert County Health Department - \$5,000;
- Carroll County Health Department - \$246,100;
- Frederick County Health Department - \$85,600;
- Garrett County Health Department - \$109,920; and
- Primary Care Coalition (Montgomery County) - \$21,400.

In February 2017, the Department launched a six-week television and web media campaign to encourage donations during the tax season. The campaign resulted in more than four million impressions targeting Maryland taxpaying residents within the State. The campaign included 227

thirty-second television advertisement spots appearing on WBAL-TV NBC (Baltimore), WJZ-TV CBS (Baltimore), and WMDT-TV ABC (Salisbury). The campaign also included a website advertisement placed on CBSBaltimore.com and the CBSBaltimore.com Facebook page. As an added value, radio spots, streaming spots, and digital advertisements were included in the campaign and provided an additional 600,000 impressions. The cost of the campaign was \$22,800.

The Department placed a full-page advertisement in the January 2017 issue of *The Statement Magazine*, the official membership publication of the Maryland Association of Certified Public Accountants, Inc. (MACPA). This publication targets certified public accountants in Maryland and is mailed to all MACPA members, with a circulation of approximately 10,000. In addition, the Department mailed letters and other promotional materials to the offices of Maryland accountants and tax preparers during the 2017 tax season in an effort to increase donations to the Fund. The Fund also continues to maintain a presence on the homepage of the Department's Center for Cancer Prevention and Control website.

The Department commends the Maryland General Assembly's dedication to supporting initiatives that will reduce the burden of cancer in Maryland. The Department will continue to report on its administration of the Maryland Cancer Fund, including the amount of donations raised for the Fund and the number and types of grants awarded. If you wish to discuss this matter further, please contact Mr. Webster Ye, Deputy Chief of Staff, Office of the Secretary, at 410-767-6480 or at webster.ye@maryland.gov.

Sincerely,



Dennis R. Schrader
Secretary

cc: The Honorable Charles Barkley
Webster Ye, J.D., Deputy Chief of Staff, Office of the Secretary
Jinlene Chan, M.D., M.P.H., F.A.A.P., Acting Deputy Secretary, Public Health Services
Donna Gugel, M.H.S., Director, Prevention and Health Promotion Administration
Ken Lin Tai, M.D., M.P.H., Director, Center for Cancer Prevention and Control
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